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[ESTABLISHED 1852]

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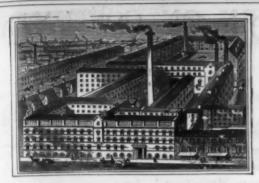
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James R. Osgood & Co. will publish in a few days Miss Jewett's "Deephaven," which describes very delightfully a summer vacation in a picturesque old New England sea-shore town, the odd characters that grew there, and the excursions that gave variety to the summer experience. Probably at the same time this house will issue in the same style ("Little Classic") Mr. Howells' summer-vacation comedy, "Out of the Question," which is generally conceded to be one of the most successful things Mr. Howells has yet done. Both these will be charming summer books.

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Jansen, McClurg & Co., Chicago, issue this week "Six Little Cooks; or, Aunt Jane's Cooking Class," a book embodying an entirely new idea, and showing, in a pleasant narrative, how six merry girls persuaded a cultivated lady of the old school, a good housekeeper and an accomplished cook, to give them practical lessons in cooking. It cannot fail to interest girls, and its many excellent recipes and practical instruction render it very valuable. A handsome cloth 12mo, at \$1.

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The figures in () refer to the (whole) number of the "Publishers' Weekly" in which the full title has been recorded under the word preceding the figure. The more prominent works appear in this list, both under author and title or subject, with reference from the latter to the former.

A. L. O. E. See E., A. L. O.

Agnew, C. (269), Peerless Cathleen, \$1.50...... Carletone

America, Books relating to. See Sabin, J.

Ancient (271) Classics for Engl. Readers, ed. by Collins.
Suppl. Series, v. 4., Demosthenes, by W. J. Broadribb,
Lippincott.

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Annals of No. Am. See Howland, E.

Appleton, N. (268), Centennial Movement, pap., 30 c.

Lockwood, B. & Co.

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Harper.

Art, Hist. Development of. See Zerffi, G. G.

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Bagehot, W. (271), Engl. Constitution, etc., rev. ed., \$2.
Appleton.

- (269), Lombard Street, new ed., \$1.25......Scribner. Bartol, C. A. (270), Five Ministers, pap., 25 c. . Williams.

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Nelson & Sons. Beel, C. (271), Anat., etc., of Expression, \$2.

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Ben Milner's Wooing. See Lee, H. Benrath, K. (271), Bernardino Ochino, \$2.50. . . . Carter.

Besant, W. (271) and J. Rice, When the Ship Comes Home, pap., 25 c.....

Best Reading. See Perkins, F. B.

- See also Brookes; Buttz; Woolley.

ed., 2 v., shp., \$12.....

Black Spirits and White. See Trollope, F. E.

Bliss, P. P. See Murray, J. R.

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Donnelley, L. & Co.

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Colby & R.

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Brookes, J. H. (268), Bible Reading on Second Coming of Christ, pap., 25 c.... E. A. Wilson. Brooks, W. H. (270), Strong Staff, pap., 25 c... Williams. Bruner, J. W. (270), Free Prisoners, \$1.50......Claxton.

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Chemist's Manual See Mott, Jr., H. A.

Chester, Pa. See Coates, I. T.

Cheyne, Driver, Clarke, and Goodwin. See Bible.

Chinese in Am. See Gibson, O.

Christmas at Thompson Hall. See Trollope, A.

Church of Scotland. See Stanley, A. P.

Cincinnati (268) Superior Ct. Rep., 1854 and 5, Hardy's rev. by Mills, 2 v. in 1, shp., \$5..... Clock and Watch Makers' Manual. See Booth, M. L.

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St. John, Life, etc., of. See Macdonald, J. M.

Salvation Here and Hereafter. See Service, J.

Sandford (272) and Merton, one syllable, hf. bd., 75 c. . McLoughlin. Scamp and I. See Meade, L. T. Science of the Bible. See Woolley, M. Scotch Naturalist. See Smiles, S. Scott, W. (268), Abbot, Lib. ed., \$3.50 Appleton. - (268), Pirate.-Fortunes of Nigel, Riverside ed., ea. Hurd & H. \$1.50 Scovil, W. E. (269), Short Hand, 9th Am. ed., \$1.75.

Campbell & Co. Seeking the Golden Fleece. See Stillman, J. D. B. Seguin, E. C. (271), Myelitis of the Anterior Horns, \$1.75. Putnam Servants (271) of Christ, 50 c..... Service, J. (272), Salvation Here and Hereafter, 2d ed., . Macmillan. Shakespeare's (269) Home, etchings by Sabin, \$3 and \$6. Shea, G. (268), Alex. Hamilton, pt. 1, pap., \$1. Hurd & H. Sheely, A. (270), Anecdotes, etc., of School Life, \$1.50.

Claxton. Slave Power. See Wilson, H. Smiles, S. (271), Life of Scotch Naturalist, \$1.50.. Harper. Smith, H. B. (269), Hist. of Ch. of Christ, new ed., \$5.

Scribner. South (271) Kensington Art and Sc. Handbks., Conference on Physics and Mechanics, \$2.25....Scribner, W. & A. Spencer, H. (268), Descriptive Sociology, Div. 1, pt. 3a, No. 5, Asiatic Races, by D. Duncan, hf. bd., \$4. Appleton. Spirit of the New Faith. See Frothingham, O. B. Spon's (272) Information for Colonial Engineers, ed. by J. T. Hurst, No. 2, So. Africa, by H. Hall, pap., \$1.50. Stahl, A. W. (274), Transmission of Power by Wire Stevenson, W. F. (271), Praying and Working. newed., Steward, The. See Cockton, H. Stillman, J. D. B. (268), Seeking the Golden Fleece, \$3. Story, J. (268), Commentary on Equity v., shp., \$12..... J. (268), Commentary on Equity Jurisp., 12th ed., .. Little, B. & Co. Swiss (272) Family Robinson, one syllable, hf. bd., 75 c. McLoughlin. Synge, W. W. F. (271), Olivia Raleigh, \$1...Lippincott. Taft, J. (272), On Operative Dentistry, 3d ed., \$4.25 and \$5. Lindsay & B. Tappan, C. L. V. (271), Solar Land Spiritual Light, etc., pap., 15 c.—Symbol Series of Lects., pap., 10 c. Colby & R. Telegraph (272) Engineers, Jnl. of Soc., Nos. 13 and 14, Ten Years of My Life. See Salm-Salm. (269), Vanity Fair .- Pendennis, Household ed., ea., Thompson Hall. See Trollope, A. Three Spaniards. See Walker, G. Through Persia by Caravan. See Arnold, A. Todhunter, I. (272), Nat. Philos. for Beginners, pt. I. \$1.50.... Town and Country Series. See Lee, H. Transmission of Power by Wire Ropes. See Stahl, A.W. Trollope, A. (271), Christmas at Thompson Hall, pap., Sacred Tabernacle of the Hebrews. See Atwater, E. E. ************** Trollope, F. E. (271), Black Spirits and White, pap., 750-Salm-Salm, Princess (272), Ten Years of My Life, \$1.50. Worthington. Turkish Empire. See Milner, T. Sand, G. (271), First and True Love, [new ed.], \$1; pap., Peterson. Turks in Europe. See Freeman, E. A. Two Americas. See Price, R. L.

Tyler, R. H. (269), On Law of Fixtures, shp., \$7.50.

Gould & Son.

Tyndall, J. (269), Lessons in Electricity, \$1 ... Appleton. Union (270) Coll. Circular and Cat., x876-7, pap., 50 c.
Munsell.

United States (269) Ins. Gaz., Index to 43 v., \$3.. Currie. Unrivalled (271) Classical Atlas, \$2; bds., \$1.75. Scribner, W. & A. Van Nostrand's Sc. Series. See Rowan; Stahl. Van Nostrand's Sc. Selles.
Vennor, H. G. (268), Our Birds of Prey (Canada), \$12.
Worthington.

Verne, J. (269), Michael Strogoff, pap., 50 c.....Leslie. - (272), Same, Lakeside ed., \$1; pap., 50 c.... Donnelley. Voltaire (269), Charles XII., \$1..... Lippincott. Walker, G. (268), Three Spaniards, \$1.50..... Cogswell. Warfield, C. A. (269), Ferne Fleming, \$1.75... Peterson.

Warren, Mrs. (272), My Lady Help, pap., 50 c. . Loring. Wax Flowers. See Duncan, F. I.

Way Out, The. See Fulton, J. D.

Wheatley, R. (271), Life, etc., of Mrs. P. Palmer, \$2.50

When the Ship Comes Home. See Besant and Rice. White (270) Cross and Dove of Pearls, \$1.50.... Crowell.

Whyte-Melville, J. G. See Melville, J. G. W. Wilson, H. (268), Slave Power, v. 3, \$5.......... Osgood.

Wood, H. (268), The Mystery [new ed.], \$1; pap., 75 C. Peterson.

Wood. H. G. (268), Master and Servant, shp., \$7.50.

Wool Carder's Vade Mecum. See Bramwell, W. C. Woolley, M. (272), Science of the Bible. \$4. Knight &L.

World (271) Classical Atlas, \$2.50.... Scribner, W. & A.

Wreath of Indian Stories. See E., A. L. O.

Wythe, J. H. (268), The Microscopist, 3d ed., \$4.50.

Lindsay & B.

X + Y = Z. See Mitchell, G. A.

Zerffi, G. G. (271), Hist. Development of Art, \$3.

Scribner, W. & A.

THE "LEISURE HOUR SERIES."

THE Tribune, of March 30th, contained the following: "One of the most popular series in the higher class of cheap literature is the 'Leisure Hour Series.' About eighty volumes have been issued, making their appearance at intervals of a month or three weeks. Mrs. Alexander's 'Wooing O't' reached a sale of 20,000 copies, the largest sale of the series, and was the first work that called especial attention to it. 'Her Dearest Foe' had a circulation of 16,000, and 'The Heritage of Langdale,' when in its fourth week, was in its tenth thousand. Thomas Hardy's novels attain a sale of seven or eight thousand each. 'Far from the Madding Crowd' has been the most popular, but 'A Pair of Blue Eyes' has been published four years, and the number of each which has been purchased up to the pres ent time is about the same; namely, 9000 Auerbach's novels sell very well in this series especially his recent work, 'The Convicts.' 'Waldfried' and 'On the Heights' have attained their ninth and tenth thousand respectively. Turgenieff is not widely read in English. His novels sell 2500 copies at the start and continue at the rate of 1000 a year. Theodore Winthrop is the only American represented in the series. Of his five novels 'Cecil Dreme' circulates 1200 copies and 'John Brent' and the others only 1000 a year. The volume enthe others only 1000 a year. The volume entitled 'Life in the Open Air' has a somewhat greater popularity, doubtless due to the presence of the famous 'Love and Skates' story. Cherbuliez and Droz, like the majority of writers in the Revue des Deux Mondes, sell very Most of their admirers, as with those of Spielhagen, Freytag, and Turgenieff, read the works of their favorites in the original. About comes in the same category. His 'Notary's Nose' and 'The Man with the Broken Ear' have enjoyed only fair sales. Richardson's have enjoyed only fair sales. Richardson's 'Clarissa Harlowe,' condensed from seven English volumes into one of the 'Leisure Hour Series,' has an average circulation."

In consequence of the above, the Tribune of the next day contained the letter given below:

New York, March 30, '77.

To the Editor of the Tribune:

SIR: While thanking you for the "first-rate notice" that you were kind enough to give the

"Leisure Hour Series" this morning, we must beg that as the directness and distinctness of its statements are apt to convey the impression that they are authoritative, you will, in justice to your own accuracy as well as other interests concerned, inform your readers that this is not strictly the case. The figures were not supplied by anybody here whose business it is to know them, but, so far as we can learn, were gathered as literary items generally are, in a desultory conversation, this conversation being held with a clerk who spoke from vague impressions. Naturally, the general drift of the statements is correct, and equally naturally, under the circumstances, some of its details are very incorrect.

We cannot permit ourselves to say this without adding that in your ordinary literary items which avoid the dangerous ground of figures, we have been struck by their promptness, fulness, and accuracy. If our experience is good for any thing, they must be of great service to

all who care for books.

Very respectfully yours, HENRY HOLT & Co.

Without venturing beyond facts generally known among the trade, it may be said that so far from "The Wooing O't" being "the first work that called especial attention to" the "Leisure Hour Series," the first work to perform this service was the very first work in the series, "My Little Lady," the success of which among cultivated readers was great and instantaneous, and led that portion of the thinking world who will read novels to look for the continuation of the series with an interest that has been steadily justified.

The Trade List Annual shows that before "The Wooing O't" was published the series contained the following books, which attracted contained the following books, which attracted attention and fixed the position of the series: "My Little Lady;" Turgenieff's "Smoke," "Liza" "On the Eve," and "Dmitri Roudine;" Calverley's "Fly-Leaves;" Mrs. Craven's "Fleurange," and Hardy's "Under the Greenwood Tree" and "A Pair of Blue Eyes." The trade will probably doubt that Auerbach's "Waldfried" has sold nine tenths as many as "On the Heights" that Turgenieff's

many as "On the Heights;" that Turgenieff's novels, although "not widely read," can sell 1000 a year; and that the Winthrop books each sell from 1000 to 1200 a year, when the plates went at the Osgood sale for \$85 per volume.

The Publishers' Weekly.

APRIL 7, 1877.

PUBLISHERS are requested to furnish title-page proofs and advance information of books forthcoming, both for entry in the lists and for descriptive mention. An early copy of each book published should be forwarded, to insure correctness in the final entry.

The trade are invited to send "Communications" to the editor on any topic of interest to the trade, and as to which an interchange of opinion is desirable. Also, matter for "Notes and Queries." Notes from librarians will also be gratefully received.

In case of business changes, notification or card should be immediately sent to this office for entry under "Business Notes." New catalogues issued will also be mentioned when forwarded.

"Every man is a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help thereunto."—LORD BACON.

THE TRADE-SALE PROBLEM.

It is scarcely necessary to say that the WEEKLY has not been a believer in trade sales. When, however, by the concurrence of publishers, the present spring sale became a fixed fact, it became our duty to chronicle it and to give the trade the fullest information. It is the business of the WEEKLY, as of any journal, to give its public the news, whether "Mr. Editor" likes it or not, or whether, for that matter, the publisher authorizes this expenditure of space on his books by the support of his advertising. This we have done and shall do: our news will never be dependent on our opinions, or in turn our opinions determined otherwise than by the general interests of the trade. If it is desired by those who support the paper that the trade organ shall not express opinions, by way of remedying existing evils, it may become our business to take that course; but when that time comes, our readers shall have fair notice. No one, it may be added, has accepted this view of journalistic honor and its corollaries more handsomely or more courteously than our friend and everybody's friend, Mr. Leavitt, who has not thought it necessary to deny himself the privileges of our advertising pages as a medium of communication with the trade because we refused to believe in trade sales, who smiled kindly upon our futile arguments, and Post-haste converted our lamentations into his own pæan of triumph. On the other hand, it did not seem to us fair to the trade that our editorial criticisms of the system should have the effect, if they had any effect, of keeping away buyers or "bearing" prices at a sale to which publishers had made up their minds to contribute; we therefore put over the " trade-sale prize-question," and refrained from adverse criticism until the sale

should be over. It is fair now to reopen the subject.

In one of his strongest essays, Bastiat says: "In the department of economy, an act, a habit, an institution, a law, gives birth not only to an effect, but to a series of effects. Of these effects the first only is immediate; it manifests itself simultaneously with its causeit is seen. The others unfold in successionthey are not seen: it is well for us if they are foreseen. Between a good and a bad economist, this constitutes the whole difference—the one takes account of the visible effect; the other takes account both of the effects which are seen and also of those which it is necessary to foresee. Now this difference is enormous, for it sometimes happens that when the immediate consequence is favorable, the ultimate consequences are unfavorable, and the converse. . . . Experience teaches effectually but brutally. For this rough teacher I should like, if possible, to substitute a more gentle one. I mean Foresight."

This paragraph puts the trade-sale question in a nutshell. Let us see.

The present sale started off capitally, as trade sales go. Word went the rounds of city houses that prices were "first-rate," and we are not sure but that the firms who kept out on principle were sorry, as a practical matter, that they were not in. The opening invoice was an attractive one, the bidding was lively, and prices on several standard lines ran at only forty off. Let us take the sale at its best, on these goods.

Of one standard author, in the several complete editions, over 1600 copies were sold, ranging not much, if any, below forty off. Of these a \$2 edition, line of 100, was knocked down at \$1.15 and duplicated at \$1.20 until 645 copies were sold; the 500 of the edition lately reduced to \$1 sold at an average of 60 or 61 cents. The goods were well distributed, for 34 lots of the former were called off, ranging from 5 to 100 copies. Deducting the auctioneer's commissions and charges, the returns to the publisher were something over 50 per cent, and allowing the minimum 10 per cent for copyright, the net returns were something over 40 Not counting other expenses of doing business, the facts that are seen may (according to a prevalent method of figuring be considered favorable, since this leaves a margin above the cost of mere "paper and print."

This is of course the trade sale at its best; the books are wide-selling standards, on a list whose general line of discounts is only 25. Let us ask if even here the unfavorable effects that are not seen do not balance

the favorable effects that are seen. Of course, if the many unseen elements of cost are not to be added to manufacturing cost, this transaction must be of added sales that would not otherwise be made and that do not interfere with regular sales, which last must pay expenses, risk, interest, advertising, and a thousand other items. How far are these added sales?

One lot of a hundred out of the 645 was taken by a large regular house, who job great quantities of books. If they can buy at tradesale prices to supply their regular customers, so much they can save out of the purchases they would otherwise make direct. Another prominent purchaser was a retail house that runs just these lines and would be forced by their custom to buy them at regular rates if they could not buy at trade sale. Both these simply discount their demand a little. third was a regular dealer whose entire stock was lately destroyed by fire, and who would doubtless have stocked up by direct purchase had he not had the "better opportunity" of the trade sale. In fact-and the fact is very significant-this purchaser has been buying directly of houses not contributing to the sale.

Next come the undersellers. One of the largest buyers of these lines was the proprietor of the ex-gift enterprise which culminated in a gift from the publishers of 85 per cent of their bills, and he was nobly supported by a vociferous array of his brethren, who were triumphant over the return of the trade sales and were the more ready to buy freely. The results of their bidding will soon be seen in flaming announcements of "fresh stock from trade sales" in the Boston and New York papers; the retail dealer, on his way to the publishers, will be arrested by finding these books retailing "under the archway" at the very price which is to be charged to him at wholesale. Of course, dealers in the neighborhood of the undersellers or the country retailers who must compete with their catalogues, naturally fight shy of this stock, and buy as little as they can.

There is a third class to be considered—the regular trade who did not buy. Some of these were experienced booksellers who had not yet exhausted their supply of this stock,—perhaps large bills bought at "special rates" on the expectation that close discounts were to be maintained,—and who declined to lock up capital by purchasing in excess of demand. These were naturally chagrined to find "Nassau street" already getting better discounts, and on twice the "time," and they are of course less likely to buy large bills again, or to push stock so subject to undersellers' competition.

The jobber who had laid in stock was in a similar position, for trade sale offers an opening to breaking jobbing prices, and he naturally fears to buy freely an advance supply.

It is next to be noted that the prices quoted are not the ruling ones. Some books ran even higher, but chiefly in the exceptional cases like Mr. Lea's invoice, which sold well because the books are not commonly in the sales and the stiff discounts have not yet been demoralized by them. The Harper contribution attracted bidders for the same reason. Here the sales themselves bear witness against the system. But it is the very fact that the leading books, which bring the best prices, are usually quoted (as in our own reports), that leads to a misapprehension of the real run of prices. Other standard lines brought less than 35 cents on the dollar, and poorer lines did not actually return the publisher the cost of binding up the stock. Any priced catalogue will verify these statements. To find the run of an invoice, we have taken the pains to analyze one letter, including several leading authors and no disproportion of "stickers," from the catalogue of a leading invoice sold on the third day. This letter covered four pages, including fifty lines; the retail prices aggregated \$207.25, and the prices at which the books were knocked down footed \$67.23, less than 33 per cent -off which were still to come auctioneer's commission and charges and on many of the books copyright royalty, reducing the average net return to between 25 and 30. It is simply not possible to handle books at this rate without loss. If the figures were made to tell the whole story, we believe few invoices would run enough above manufacturing cost to pay delivery, and not a few would fall below. We are dealing, it should be remembered, not with "remainder" sales, but with the run of a leading catalogue.

But the trade sales, we are told, are likely to "start business," and this desire to relieve the present stagnation was a chief motive with many contributors to the spring sale. Any strong effort is likely to make business a little better, even in dull times, but we submit that the auction system is the most expensive way of making that effort, especially in view of the demoralization it produces. A retailer, from the most direct business motives, will order as many books in the long run as he can sell, and this is all he can do. If the value of his stock is not likely to deteriorate, he will order more goods in advance and thus stimulate himself to greater efforts. But if discounts are knocked all to pieces, he can't afford to do this, and so far as the long credit and the stimulus of auction excitement induce larger purchases than the dealer can profitably dispose of, the result is to lock up capital and interfere with steady business. Before he knows it, the buyer must make sacrifices to pay his trade-sale notes, and his current, accounts with the publishers must take their chance afterwards. Auction sales, in a word, are apt to head off regular sales. The increase of the book business of this country is to be brought about in just the opposite way, by making the dealer satisfied that he can afford to lay in stock. Nor is the plea of "advertising" a better one, if the consequences are followed out. Where one exceptional book is "advertised," as in the sale of 5000 Marian Harland some years ago, a thousand are advertised to the public, through the flaming placards of undersellers and the reports of the newspapers-both inherent evils of the greater one-as selling at wholesale for a mere song.

The present sale has been a great success, in its way, for various reasons. The fact that there had been no trade sales of late years had begun to have its influence in making discounts stiffer, and the undersellers were therefore hungry. The general stagnation of the past few years had compelled dealers to let their stocks run low, and, in hopes of a vigorous trade later in the year, they were willing to take this opportunity to stock up under rates, and to pay pretty close to the rates. Many refrained from buying till the trade sale, and others will refrain from buying afterward. But we may hope that the revival of business will make the effects of trade sales comparatively unfelt, in the flush of better times and increased sales; they exist nevertheless. Direct sales would have been so much the larger without them,

Our imperfect analysis suggests, first, that most of the books bought at trade sales would have been bought direct at better prices; and, secondly, that so far as there were added sales, these are likely to do more harm than good. The truth about the trade sales is that they force or anticipate a market, at a disastrous rate of discount. A publisher could better afford to pay exorbitant interest than thus to anticipate and check his natural sales. The tendency is to drive business from the regular channels, and do it in two great heaps a year, at abnormal cost. Somewhere or other, the business must be debited with a loss. And business cannot chronically be done at a loss. We take the figures of this most successful sale, while publishers are elated by it, and we ask whether, to return to Bastiat, the facts that are seen are not bad enough, and the facts that are not seen very much worse? The book trade has had some hard blows from Experience: shall we now have Foresight?

THE TRADE-SALE QUESTION.

WE give below answers to the trade-sale prize question—and give it up. The best—and the worst—of the replies are printed, and we leave it to the trade to decide who wins. The Editor of the Publishers' Weekly will act as the Returning Board, but there will be no counting in. In case of a tie, we shall have to ask our good-natured friend Mr. Leavitt to act as "the eighth man." All the trade are invited to vote.

The following is Prize Question No. 15:

Trade Sale or Book Fair : Either, both or neither ?

Give some rhyme or reason, grave or humorous, pro or contra, or non-committal. Brevity, pith, and wit will count more than words; words more than lines, etc., etc. Two or more answers of equal merit will share the prize. The decision will be based on points well made, not position taken. Any answer that may instruct or amuse the trade will be printed with name of writer, or initials, as preferred. Name of writer must be given to Editor, if publication is not desired.

The noteworthy answers follow:

ANNOUNCEMENT EXTRAORDINARY.

CONVENTION HALL, 1877.

We beg to announce that we shall shortly publish Smith's "History of the Great Book Reform," in two elegant octavo volumes. Mr. Smith's reputation as a writer is unsurpassed, and as we have spared neither pains nor expense, we expect that this will be the most popular work of the season, as it undoubtedly will be the standing work on the booksellers' shelves. Early and large orders from the entire trade are respectfully solicited; country dealers especially cannot have too many of this book. We shall delay publication (at the last moment) till all orders are received, so that every dealer may have a fair chance, and that there may be no underselling. Houses expecting to pay ten cents on a dollar are requested to duplicate their orders repeatedly. Having a conscientious desire to foster a laudable spirit of liberality among the retail booksellers towards the book-buying public, and yearning to enable them-the retailers-to make at least twenty per cent discount to all their customers, we have, after much reflection, decided to make the nominal retail price \$8, with the usual discounts to the trade. But for this we should have made the retail price \$5, and allowed retailers moderate discounts; but inasmuch as this would evidently only be appealing to the lower motive of getting a living by one's business and paying one's debts in full, and so wounding the nice sense of honor which distends the bosoms of some of our honorable "profession," we did not harbor the thought; no, not for a moment. Special terms will be given to such dry-goods dealers as buy in large quantities, who will in future trade sales be recognized as "in the trade."

N. B.—After filling all sorts of trade orders, we shall contribute *liberally* to the next trade sale, as we intend to print large remainders.

Teachers, school committees, libraries, all buyers of large books and professional books, book peddlers, book "agents," and all persons who buy exclusively for their own use and that of friends, will receive an extra discount on our trade rates, by applying directly to us.

Note.—Agents wanted to canvass every township in the United States, to whom extra inducements will be given.

TWENTY, PERCENT, RULE & Co.

DO NOT ABOLISH THE "TRADE SALES."

r. Because we are wedded to our idols. To do away with them and set up others is not only dangerous, but is repugnant to our better feelings What our forefathers worshipped let us also worship, even though the times and conditions of men are now much changed.

2. Because it would deprive the publisher of the opportunity of ridding himself of his "old plugs," commonly

known as unsalable stock.

3. Because it would entirely deprive the bookseller of the glorious privilege of enjoying the presence of these same "plugs" on his shelves year after year, and all further indulgence in "Auction Bargains" on his part might forever be done away with.

4. Because it would prevent the publisher enjoying the sweet pleasure of receiving these identical "plugs" for his share as creditor of the bookseller, who might happen to fail owing to a superfluity of these same plugs; and likewise it would prevent the bookseller's considering himself an unmitigated fool for having been deluded by "Auction Bargains" instead of purchasing salable stock.

5. Because it would thereby have a tendency to do away with the risk of bankruptcy and settlement at twenty cents on the dollar, with the privilege of going through the same operation as often as occasion might require.

6. Because it might help to prevent so excellent a practice as underselling.

7. Because it would do away with the excitement of an auction, as well as the enlivening presence of the auctioneer, whose wonderful power is so essential to the deluding of the unfortunate bookseller, and to the sending off of these same plugs with the proper éclat.

8. Because it might improve the condition of the trade at large.

 Because we are opposed to reform so called, or the slightest semblance of change from our accustomed path.

10. Because it would do away with many little pleasantnesses in the auction room known only to the initiated, and
many little arts and wiles, innocent in their way, and productive of some good to those who practice them, but
somewhat disastrous to the ones practised upon.

THADDEUS.

BREAKING THE CHAINS.

Why shouldn't the trade sale be revived? True, on the circular which solicits consignments the names of the old committee do not appear, but the dollar-stores are in full operation, the bazaars still live; some of the publishers are overloaded, trade is dull—and a revival of trade the desire of all. This is the golden opportunity, long delayed, of those in the trade who have predicted the failure of the reform movement, who went into it reluctantly and gave it an indifferent support. They are once more free. The chains have been broken, the laws of trade are in operation, and every one must look out for himself, you know.

TRAID SAILS.

ATLANTIC, Janery 26th, 1877.

MI DEER EDUTYR i send yu my ideer ov traid sails.

1. the Plais whear yu Kan bi a 5 doller book for quar dol. & git Cheeted 25 cts & frate.

2. whear yu bi 5 copys when yu want 1 for yure Kusstumer & Keap foar to git shop woarn & sell for 1/2 Kost.

3. whear Doller Stoars kan git books to sell For 94 cts. that Kost \$5. and maik a Prophet.

4. whear publishers whose books ante wuth but ½ ct a pound Kan git 33% ets a Pound

5. whear the Man who doant no how to publish books

kan git hiz frends tu bi hiz publikashuns that wunt sell to hoam.

6. whear yu will bi 16 copies of a book that yu woad feal insulted ef axed to by 1 inn enny other plais.

Finail TRADE SAILS iz like milk punch yu think you haint got enuf til yu find yu have more than yu no what to du with

ef this ante enuf to pruve that traid Sails is the best Sails i kan give more nock down argymints.

Yures Deevotidly

S. FUSGAG.

THE TRADE SALE: Leav-itt alone!

As to the "Book Fair,"
Tis decidedly unfair
To make a man pay fare,
To come further and fare
Worse, perhaps.

NEMO.

THE TRADE SALE—an auction of brains
Where greatest bargains yield smallest gains.

GEOFFROY.

It is almost unnecessary to state that none of these lucubrations of genius came from or were inspired by the Publishers' Weekly office. The polls will be open at every post-office in the United States, through the month of April.

THE TRADE SALE.

"ALL, all are come—the old familiar faces," might have been the spontaneous quotation from Lamb (somewhat cooked) of those visiting Clinton Hall on Monday morning. At the unusually early hour of half-past nine the attendance was sufficient to justify "taking the stand," some fifty or sixty members of the trade, regular and irregular, being present. Of course the irregulars were out in full force, especially from the Nassau-street neighborhood and from Boston-the" Book Butcher" from Troy being among them-but there was also an excellent attendance of dealers in good standing, as the register sufficiently testifies. We give the entries, with call names, so far as they were made at the date of our report. One familiar faceand voice-was missing, that of "Joe" Foster, who was expected to be in full feather, exuberant with jokes, on the fulfilment of his prophecy of the return of trade sales. Unfortunately he was kept at home by sickness, and his place was filled by a new salesman, Mr. Thomas E. Kirby, of Philadelphia, a gentleman whose voice is absolutely continuous and sometimes appears to be at least two voices together, who kept the trade steadily to their work. He and Mr. J. K. Pratt, who opened, alternated at the stand.

The general impression previous to the sale seemed to be that prices would rule low. So far as the early days tell the story, this feeling was agreeably disappointed, the prices being unexpectedly high and steady for trade-sale rates, and rather above than below previous years. This was particularly the case, of course, in invoices like Osgood's and Lea's, where the discounts are small. Those of the regular trade who were present as lookers-on and not bidders

were disposed to think that, so far as good stock was concerned, the sales here would be simply subtracted from the normal sales later, while others held to their own view that the volume of sales was actually increased by a free sale. A pleasant feature of the first day's sale, recalling the old days, was the lunch spread upstairs, to which a general invitation

was given.

Mr. Pratt took the stand at 9.30, with Mr. Ben. Ticknor representing the Osgood invoice as quietly and effectively as usual. A hundred Martineau was the first line, which went at \$1.80-\$1.67\ per vol.—a little less than 40 off. Bret Harte's "Thankful Blossom" Bret Harte's "Thankful Blossom" (\$1.25) brought 70-60-50; Tennyson's "Harold" (\$1) ran from 60 down to 35, at which "Bragg" and "Dana" cleared out the balance of the 250.
"The Skeleton in Armor" (\$5) brought \$2.40-\$2.25, fifty and five off. Browning's "Pacchiarotto" brought the first laugh; "Jerry" quietly announced "the next line," but not a bid could he get, against the cries of "What's the name of the book?" until both he and Mr. Ticknor had undertaken to pronounce the title. After all this exertion, it brought but 35 cents. The \$10 heliotype books brought \$5.80-\$4.50. The "Little Classic" Hawthorne (\$1.25) brought 75-72½; the Emerson (\$1.50), 90 cents. The Household Poets son (\$1.50), 90 cents. brought out the liveliest competition; Longfellow was knocked down at \$1.15, and the book was run at \$1.20 till 645 copies were sold. Mr. Ticknor pursued the wise policy of refusing steadily to duplicate better than a third, except in this case, in which he com-plained of being "bulldozed" by the auctioneer, who plead that he wanted to keep the bidders in good-nature by giving them this sop. lines of 500 and 200 Diamond Poets brought 65-41; Red Line, \$1.90-\$1.50. The \$5 Christmas books, "Mabel Martin," "Snow Bound," etc., went low, at \$2.25-\$1.35. Centennial poets were taken by "L" at 471. Vest Pockets brought 27 cents; the British Poets (\$1), 57½ cents. Emerson's works averaged 40 off; Bret Harte's (\$1.50), 70-57½ cents; Hawthorne's, 45 off; Howells' (\$2), \$1.12½-\$1; "Little Classics," 55-50 cents; Longfellow brought very varying prices, the Blue and Gold and the Cabinet bringing only about a third; Lowell sold poorly in poetry, but his prose volumes (\$2) brought among the best prices of the sale, \$1.30-\$1.15. The guide-books (\$2) sold at 85-70 cents for American, \$1.10 for European. Parton's works (\$3) brought \$1.55-\$1.45; Miss Phelps' (\$1.50), 50-37\frac{1}{2} cents, but her Trotty books 80 cents; Saxe's, about fifty off; Mrs. Stowe's novels sold well at forty off; Tennyson sold very low, except in a few editions, averaging scarcely above thirty cents on the dollar; Thoreau (\$1.50) brought 90 to 80 cents; Mrs. Whitney's prose, 40 off; Whittier's works ranged from 50 off to very low prices.

In the evening the clearance sale attracted a full attendance and, in many lines, spirited bidding. Remainder lots of Dickens, Scott, Thackeray, and poets brought fair prices, while of course much of the stock went for a mere song. Among the latter 321 copies of Bowles' (Samuel) "Pacific Railroad Open" (cloth, 75 cents) sold for five and two cents and (paper, 50) one cent each; 500 copies of Lamon's "Life of Abraham Lincoln" (\$5) sold at 75 cents; 19 copies of the Memorial of John Stuart Mill

(\$1.25) sold for five cents; while 3000 copies of Longfellow's "Three Books of Song" (\$2) brought only from 18 to 10 cents each, Lovering of Boston taking 1100 copies at the latter price; and 500 copies of the "Masque of Pandora" (\$1.50) were knocked down at 17½-13

The second day was taken up by the invoices of J. B. Ford & Co., Henry C. Lea, William L. Allison, T. Belknap, Shaeffer & Koradi, Clax ton, Remsen & Haffelfinger, J. W. Scott & Co., Centennial Catalogue Company., Wm. Rutter & Co., and William W. Harding. Upon some lines the bidding still continued spirited, although there was a marked falling off in prices. The entire list of J. B. Ford & Co. brought low prices, and every line was duplicated by small lots whenever the bidding reached 30 per cent of the retail price. It is not unlikely that prices were kept down in some degree by the knowledge that this was partially a forced sale. The entire list of Henry C. Lea brought exceptionately high prices and caused much animated bidding. No duplications were made. Nearly the whole lot offered sold at prices between 60 and 75 per cent of the retail figures. The remaining sales of the day were made at very low figures, and very few lines were duplicated. In Claxton, Remsen & Haffelfinger's list the only works selling as high as forty off were Gibbon's "Rome" (6 vols., \$6), Hume's "England" (6 vols., \$6), Jenkins' "Vest Pocket" Lexicon (\$1 and 75 cents), Macaulay's "England" (5 vols., \$5), and Pleasanton's "Blue Glass" (\$2), the latter be-

ing duplicated at \$1.30.

The sales on Wednesday comprised the invoices of Hurd & Houghton, J. B. Lippincott & Co., Little, Brown & Co., J. B. Myers, William J. Widdleton, Andrew F. Graves, and D. Appleton & Co. The entire list of standard works offered by Hurd & Houghton ran high and were eagerly taken, though in small lots. Andersen, 10 vols. (\$1.50), sold quickly at 87½ and 85 cents; Cooper's "Leather Stocking Tales," Household edition (\$1.25), at 70 cents, with a few duplicates at that price; the same, Popular edition (paper, 75 cents), at 35 and 40 cents; Dickens, Globe edition, 15 vols. (\$1.25), at 70 cents, and the Riverside edition, 28 vols. (\$1.75), at 95 cents. Macaulay's complete works, 16 vols. (\$2), at \$1.15, with a few duplicates at that price; Howells' "Life of Hayes" (\$1), at 35 cents; the "Riverside Classics," 9 vols. (\$1.25), at 70 cents. The list of Little, Brown & Co. also brought good prices. The "Life and Works of John Adams," 10 vols. (\$3), was first offered, and was struck off at \$1; Bacon's Essays (\$1), at 60 and 65 cents; Bancroft's "History of the United States," 10 vols. (\$2.50), at \$1.50, and the Centenary edition of the same, 6 vols. (\$2.25), at \$1.37\frac{1}{2} with a duplication of 30 sets at \$1.35; Bartlett's "Familiar Quotations" (\$3), at \$1.85, with a duplication of 15 copies at \$2; one copy Black's Atlas (\$22.50), at \$16.50; one set British Essayists, 38 vols. (\$1.25), at 55 cents; Encyclopædia Britannica, 3 vols. (\$8.10 net), at \$7.25; Fielding, 10 vols. (\$3), at \$1.55; Parkman's works, 7 vols. (\$2.50), at \$1.55 and \$1.50; Plutarch's Lives (\$4), at \$2.50 and \$2.42\frac{1}{2}, with a duplication of 50 copies at \$2.40; White's Shakespeare, 12 vols. (\\$1.50), at 90 cents; Smiths "Historical Atlas of Ancient Geography" (\$32 net), at \$26. The

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publications of W. J. Widdleton excited some spirited bidding among buyers. Disraeli (\$1.75) sold readily at \$1.02\frac{1}{2}-95 cents; Lamb (\$1.75), at \$1.05; Byron, 4 vols. (\$2.25), at 80 cents; Poe (\$2.25), at \$1.25 and \$1.12\frac{1}{2}. The invoice of Sunday-school books from Andrew F. Graves brought, as a rule, 60 off. In the large invoice of D. Appleton & Co., the demand for the popular lines of scientific works was very strong, and there was considerable duplication at 40 off. Tyndall's new book on "Lessons in Electricity" (\$1) sold quickly at 60 cents, as also did Prescott's "Electricity" (\$5) at \$3.12\frac{1}{2}\$3; Darwin's "Cross-Fertilization" (\$2) sold at \$1.10 and 75 cents; Tyndall's "Fragments of Science" (\$2.50), at \$1.55 and \$1.50; Appleton's "Handbooks of American Travel," 3 vols. (\$2), at 75 cents; Blot's Cook-book (\$1.75), at \$1.05, with a duplication of 24 copies at the same price; Bourne's "Catechism of the Steam Engine" (\$1.75), at \$1, with a duplication of 50 copies; Miss Broughton's novels, 5 vols. (\$1.50), at 75 and 85 cents; Bryant, Red-line edition (\$3), at \$1.85 and \$1.80; Buckle's (\$2), at \$1.25; Byron's (\$3.50), at \$1.60; Cooper's works, 32 vols. (\$1.50), at 90 cents; Creasy's "English Constitution" (\$1.50), at 60 and 40 cents; Dana's "Household Book of Poetry" (\$5), at \$3; do. new edition (\$3.50), at \$2.20 and \$2.12\frac{1}{2}; Darwin's "Origin of Species" (\$2), at \$1.25; "Descent of Man" (\$3), at \$1.80, and "Journal of Researches," etc. (\$2), at \$1.20; Deschanel's Natural Philosophy (\$6.50), at \$3.871; Dickens, Library edition, 6 (\$1.75), at 95 cents; Figuier (\$3.50 each), at \$1.25-\$1.20, with a few duplicates at \$1.50; Howitt's juvenile books, 14 vols. (50 cents), at 22 cents; Huxley's "Lay Sermons" (\$1.75), at \$1.05 and 95 cents; the International Scientific Series, sets, 22 vols. (average \$1.65), at a range from 95 to 70 cents per vol.; Kingsley's "Health and Education" (\$1.75), at 35 cents; Library of Choice Novels, at 22 cents each; Macaulay, half calf (\$6), at \$3.12\frac{1}{2}; Marryat (\$1.25), at 70 and 72\frac{1}{2} cents; Modern British Essayists, sets, 6 vols. (\$2.50), at \$1.10, Macaulay separately at \$1.50; Spencer's works, 8 vols. (\$2.50 each), at \$1.50; Waverley Novels, paper, at 14 cents each. The best books on the list held closely to forth of the list held closely to forty off.

REGISTER.

NEW YORK.

"Horn"-N. Tibbals & Sons. "Grant"—American News Co.
"H. M."—Henry Miller.

"Star"—W. R. Jenkins, 839 6th ave.
Barnes" (C. W.)—A. S. Barnes & Co.

"Barneg"—Leggatt Brothers.

"J. C."—Jas. F. Casey, 54 Chatham st.

"Hynes"—M. J. Hynes, 19 Ann st.

"Holden" (J. A.)—T. Whittaker.

-H. Evan Vose, Iron Age, 10 Warren st. "Bishop"-G. P. Putnam's Sons.

BOSTON.

- "Dana"-Estes & Lauriat. "Lov"-A. W. Lovering.
- "Lothrop"-D. Lothrop & Co.

PHILADELPHIA.

"R."-Claxton, Remsen & Haffelfinger.

"Willis"-Porter & Coates.

- "L."-J. B. Lippincott & Co. Penn."-G. G. Evans & Co.
- -A. J. Holman & Co. (J. P. Martin).

CHICAGO.

'Chicago"-Jansen, McClurg & Co. (S. Carson). "H."-Hadley Bros. & Co.

CINCINNATI.

- "Warren"—Alfred.
 "Douglas"—Robert Clarke & Co.
- "Allen"-W. O. Davie & Co.
- "Bardeen"-C. W. Bardeen & Co., Syracuse, New York.
- "Le Roy"—S. H., Poughkeepsie, "Keene"—Charles Keer, Kingston,
- "K."—Leavitt & Co., Brooklyn,
 "Durston"—Thos. W. Durston & Co., Syracuse New York.
- "Butler"-T. H. Butler, Buffalo, -M. MacDonald, Troy,
- "Judd"—Judd & White, New Haven, Conn. "Williams"—N. F. Smith, Williamstown, Mass.

- "Williams"—N. F. Smith, Williamstown,
 "Shaw"—John O. Shaw, Bath, Maine.
 "Bangor"—D. Bugbee & Co., Bangor, Maine.
 "Boston"—J. H. Hall, St. John, N. B.
 "Newark"—J. J. O'Connor & Co., Newark,
 New Jersey. "Fleming"-E. Vosseller, Flemington,
- "Ohio"-Ingham, Clark & Co. (W. A. Ingham), Cleveland, Ohio.
- "Brown"—T. J. Brown, Eager & Co., Toledo, O., (S. Carson).
- "Max'-Maxwell & Co., Bloomington, Ill.
- "Baker" (W. D.)-Gray, Baker & Co.,
- St. Louis, Mo. "Baltimore"-D. H. Carroll, Baltimore, Md.

THE SCHERMERHORN SALE.

THE sale of the stock and interests of J. W. Schermerhorn & Co. was held by Geo. A. Leavitt & Co., under direction of F.J. Little, assignee, at the store 14 Bond street, last week. Prices ran low, but the sum realized cannot yet be given. We record below the sales of plates and book rights, that the trade may follow any books previously on the Schermerhorn catalogue. some cases we have not yet been able to identify the parties purchasing, and call names are given.

WATSON'S Manual of Calisthenics, 8°, pp. 144. (Copyr. 15c. per copy.) Rights of pub. \$35. Horseman.

Phabody's Kindergarten Guide. 12°, pp. 216. (Copyr. 12% of net wholesale price.) Rights of pub. \$7 ... Steiger.

AIDS to School Discipline, a Substitute for School Records, Reports and Prizes. 8°. Electro. blocks. \$50.

Prof. Johnson.

MURRAY'S Manual of Land Surveying. 12°, pp. 259.

(Copyr. 8% of wholesale prices.) Plates. \$6s. MURRAY'S Manual of Land Surveying. 12°, pp. 259-(Copyr. 8% of wholesale prices.) Plates. \$65. Sheldon & Co.

WETMORE'S Oriental. 8°. pp. 111. (Copyr. 10 c. per copy) Plates. \$27.50 WHITNEY'S Elem. of Engl. Grammar. 18°, pp. 160. (Copyr. 10% of wholesale price.) Plates. \$20...Steiger. TILLINGHAST and Masson's Diadem of School Songs. 12°, pp. 160. (Copyr. 8%.) Plates....C. W. Bardeen & Co. HUMPHREY'S Art of Reading Music. Part 1. 8°, pp. 136. (Copyr. 10% on wholesale prices.) Plates. \$15. Gilhooly. Titlinghast's Little Diadem. 12°, pp. 72. Plates. \$9. 7. L. Hammett. TILLINGHAST'S Normal Diadem. 8°, pp. 16a. Plates. \$17. J. L. Hammett. WALSH'S Lawyer in the School-Room. 12°, pp. 161, (Copyr. 5 c. per copy.) Plates. \$9.... y. L. Hammett. BAIL'S Drawing Charts and Key. (Copyr. 10%.) Plates. ... Horseman. JELIFFE'S Good Selections in Prose and Poetry, No. 1. 12° pp. 168. (Copyr. 10% on wholesale price.) Plates. \$20' Taintor Bros FROBISHER'S Good Selections in Prose and Poetry, No. 2. 12°, pp. 168. (Copyr. 5% on wholesale price.) Plates. 325. Taintor Bros. AMERICAN School Dialogues, No. 1. 8°, pp. 64. Plates. GEM Dialogues, No. 2. 8°, pp. 90. Plates. \$11. 7. L. Hammett. LARKIN'S Rival Collection of Prose and Poetry. 12°, pp. 504. (Copyr. 10% on wholesale price.) Plates. \$27. Sheldon. Loomis' Mental and Social Culture. 12°, pp. 118. Plates. 3. L. Hammett. BASIS of Arithmetic. 12°, pp. 48. Plates. \$4. J. L. Hammett. \$5..... Peabody's Class Records, Nos. 1 and 2. (Copyr. 10% on wholesale price.) Rights of pub. 50 c. 50 C. W. Bardeen & Co. STRONG's Scholar's Diary. 12°, pp. 16. Plates. 50 c.O.K. Towle's Comprehensive Record. 4°, pp. 75. Plates. \$2. Shaw's Scholar's Register. 24°, pp. 16. Plates. 50 с. С. W. Bardeen & Co. LIBRARY of Education. 6 vols. 24°, pp. 1100.Sheldon. Am. Educational Cyclopædia. Vol. 1. 8°, pp. 291. Plates. \$17..... Steiger.

COMMUNICATIONS.

SCHERMERHORN'S Monthly, 1876. Plates. \$10... Sheldon.

EMPLOYER AND EMPLOYEES-THE PRIZE QUESTIONS.

March 8, '77.

To the Editor of the Publishers' Weekly:

The nature of a government, to a great extent, determines the character of a people. This we see fully verified in the world's history both in the past and in the present. An absolute monarchy, a constitutional monarchy, a republican form of government, have had peculiar influences on the people. In the two former, much depends on the nature and characteristics of the monarch. If he be idle, indolent, and indifferent to the welfare of his

subjects, the people are apt to be in like manner affected. If he be sober and industrious, and one who looks after the interest and welfare of his subjects, it will react on the people themselves. And how would he proceed in the furthering of his object? Would he not encourage all those who entered into his projects? He would hold out to them the hope of reward, hope of royal favor, hope of advancement. And would he not be the gainer thereby? Would he not reap the blessings of his

people?

The position of an employer is similar to that of an absolute monarchy. He is supreme in his own domain. He has no restraint save self-interest. He cannot be limited in his government. Therefore the happiness-nay, the prosperity-of those under him depends to a great extent on his will and pleasure. If the employer is indifferent to those under him, if he takes no manner of interest in them, what is the result? If, on the other hand, he takes an interest in their welfare; if he treats them as he would his own, and as he would like to be done by were he in their place; if he drops here and there a word of encouragement, a word of praise, what would be the result? Does not the esprit du corps of an army greatly depend on the character of its general? Does not domestic felicity depend on the character of the parents? Then why do the majority of employers forget all this in the treatment of their employees?

Now to the point. The "Prize Questions" which have been given from time to time in the WEEKLY have of late elicited but few answers in comparison to what they did when first begun. Why is it? We answer, because of the lack of interest, not so much in the employee, but in the employer. Did the employer, who is supreme in authority, and whose interest it is for the employee to please, but take an interest in these questions, and encourage those under him to compete for them, what would be the result? You would receive more answers than probably you could readily entertain. There lies the evil. Let the employer but encourage this competition, and he would be the gainer, though the competitor constantly loses. For would he not be pleasing the supreme power? Would he not be courting his favor, and doing thereby good work for his own advantage? And let us assure you that to this the employee would by no

means be blind.

How much would the employer gain, in the matter of dollars and cents? He would gain this, and much more. His employee wouldand no one denies it-become better adapted for his business, because the research necessary to answer these questions gives him a knowledge he would, in all probability, gain by no other means. He would gain the love and respect of his employee, as he would that of a pet animal by treating it kindly. Now, like a general in an army, the better he knows his business, the more the gainers are they who employ him; so the better the employee knows his business, the better is it for the employer. But, the latter may say, that is the business, the duty, of the former. Grant it. But is it not to the advantage of the former to encourage the spirit of self-instruction in business in the latter? Would not the employer reap much of this advantage? Does not every employer desire to use the best tools he can procure? Then let him help make them. Let him encourage these "Prize Questions," and he will be amazed at the result, for the hope of reward, of advancement, of favor, is inherent in the human breast, and one word of encouragement, when properly given, will work wonders. Try it. Respectfully.

FA

CARD TO THE TRADE.

TROY, March 30, '77.

To the Editor of the Publishers' Weekly:

We notice on page 193 of the Spring Trade-Sale Catalogue an invoice of globes under the name of F. McDermott, New York.

These globes are announced as the Franklin and Joslin globes, and several paragraphs taken word for word from our catalogue are made to commend them. The fact is, they are not the Franklin or Joslin globes, and are not our maps even.

This attempted imposition upon the public and injustice to ourselves we think ought to be ventilated, and by the insertion of this in the WEEKLY. Respectfully,

H. B. NIMS & Co.

"REDUCTION IN THE AIR."

SELMA, March 10, '77.

To the Editor of the Publishers' Weekly :

If those publishers who know there will be no reduction in their retail prices during the next six months will make the fact known, perhaps it will help trade a bit. "There's reduction in the air," and dealers and "consumers" wish to avoid buying in a falling market.

GEOFFREY.

OBITUARY.

Hon. Daniel Coghlan, of Whippany, N. J., died very suddenly in this city of heart-disease, March 22d, while engaged in transacting some business. Mr. Coghlan was one of the oldest paper manufacturers in the trade. He was the successor of the old firm of Gaunt & Derrickson, and was for many years the head of the extensive paper manufactories at and near Whippany, where he made his home, and where he had accumulated a considerable fortune. He was once a member of the New Jersey Legislature, and was at the time of his death a director of the First National Bank of Morristown. He was known as, an upright and sagacious man of business, a friend of the poor and needy, a liberal contributor to public enterprises, and was respected and trusted by all who came within his influence during the past twenty or thirty years.

WILLIAM B. HUNTER, an old member of the stationery trade, and for nearly forty years a prominent resident of Pittsburg, Pa., died in that city March 21st, in his sixty-third year. He was at the time of his death general manager of the stationery department of the firm of Stevenson & Foster, having been formerly manager with W. S. Haven from the time of the foundation of the latter's business. He had a large circle of friends in and out of the trade, who esteemed him for his many sterling qualities, and who will mourn his loss.

STATIONERY NOTES.

MR. HENRY HOE, agent and attorney for Joseph Gillott & Sons, desires us to recall the attention of the trade to the decisions of the highest courts of this State restraining other dealers from the use of their trade-mark No 303. The decision sets forth that "the plaintiff has established a right, and is entitled to protection by perpetual injunction, against the de-fendants' impressing or otherwise using the figures or numerals '303' (which is a part of the plaintiff's trade-mark) upon their pens, or upon the labels or boxes in which the said pens are put up by the defendants." The principles involved apply, it is stated, with equal force to other numerals—say 170, 351, and 404—and others used by Mr. Gillott as trade-marks of pens manufactured by him; and all persons are cautioned against any infringement upon the right acquired by him to the exclusive use of such trade-marks, which will be enforced by all legal means.

Joseph Gillott & Sons, manufacturers of steel pens, have placed upon the market several new styles of pens, which are said to be of very excellent quality. No. 166, which has a turned-up point, is warranted to write free over either smooth or rough finished papers. Nos. 893 broad and 891 fine are also excellent pens. Magnum quill pen No. 601 fine and medium are extra nice pens, suitable for bank and commercial use. The goose quill No. 805 is a barrel pen, short nib, intended to write the same as a quill. The numerous styles of pens of this well-known house are made to suit the masses, who nowadays universally use steel pens.

Anderson & Cameron will remove on or about the 1st of May to 115 Fulton street, the building extending through to 46 Ann street. They will occupy the entire building, excepting the ground-floor, and will have greater facilities for doing their rapidly-increasing business. Their new show-card of American Sunday and day school cards is an elegant specimen of printing, being handsomely illuminated in gold and colors. They are given away to customers dealing in their goods, and those not having them can obtain one or more on application.

T. SCHRIVER & Co., 338 East Fifty-sixth street, New York, have issued a new illustrated price-list of their copying-presses, which have been greatly reduced in price; it contains cuts of every style of press made by this house. Owing to an error of the printer, the cuts in Mr. Schriver's advertisement in our last issue were reversed, the cut of low-priced plain press No. 1 being placed under the heading of steelarch office press, style S, and vice versa. The trade will find in this issue the same advertisement in proper shape.

R. G. HUTCHINSON, 44 Maiden Lane, New York, has now ready for the trade one of the most beautiful of paper-weights in the shape of an anvil. It is perfect in shape and elegantly finished in bronze and nickel, weighing about seventeen ounces. The bronze sell at \$8, the nickel at \$12, per dozen. The above-named house has the sole agency for these goods.

THE paper mill of Jessup & Moore, just outside the city of Wilmington, Del., took fire on the 4th inst., and all the old part of the mill

was entirely destroyed; the loss is supposed to be \$350,000, on which there is an insurance of \$128,000, distributed among about forty different companies. A large number of people will be thrown out of employment, as the mill has been running full time.

THE store of Joseph Gillott & Sons, 91 John street, New York, was entered on the 16th by sneak-thieves, who carried away several hundred gross of steel pens, principally No. 303, in gross and dozen boxes, part of which have been recovered. The trade should be cautious about buying the above goods from parties who offer them at lower rates than the manufacturer. Any 303's in dozen boxes offered at less than regular rates are likely to be of the stolen goods.

S. S. STAFFORD, 218 Pearl street, New York, has just issued a new price-list with illustrations of his different styles of bottles. His prices have been generally reduced. The trade will be supplied with the new list on application.

ALFRED & HOUGH are just out with a new imitation Russia-leather box of the upright pattern, containing fifty Baronial envelopes, with cards to match, in their new French borders.

PERRY & Co., 112 and 114 William street, New York, have a very large and varied line of imported cut-glass inkstands, which they offer at very low prices.

GROSSBERGER & KURZ are making a very nice copying-pencil in case, which can be renewed with leads at any time. It is covered by letters patent.

Joseph Mann, Philadelphia, S. W. Barrows, Hartford, Ct., C. C. Sawyer, Boston, Mass., are among those in town. The trade-sale register shows many additional names.

ROBERT BURNET, blank-book manufacturer, removed from 45 to 28 Beekman street on April 1st. He will be pleased to see his old friends and the trade generally at his new location.

A. P. TAYLOR, Newark, O., has been in town looking up stationery novelties.

GEO. W. McGill has removed from 880 Broadway to 49 Chambers street.

C. S. Adams, representing Willy Wallach, is meeting with good success on his trip South.

Louis M. Celestine, 131 William street, New York, will remove on May 1st to 139 William and 100 Fulton streets.

BUSINESS NOTES.

BUFFALO, N. Y.—Mr. T. H. Butler, late with Theo. Butler & Son, informs us that he will open a new book and stationery store at 307 Main street about the 10th of April.

CARTERSVILLE, GA.—A. C. Smith having purchased a controlling interest in H. M. Clayton's book and stationery business, the firm name is changed to H. M. Clayton & Co. Mr. Smith conducts the business, Mr. Clayton having retired to his farm in Floyd County.

CHICAGO, ILL.—The firm of W. B. Keen, Cooke & Co. has been dissolved and a new one formed under the style of W. B. Keen & Co., who will devote themselves hereafter exclusively to the wholesale jobbing trade in books and stationery, and open in their new and spacious

four-story building, 38 and 40 Madison street, between State street and Wabash avenue, on April 15. Mr. D. B. Cook will succeed to the retail business of the late firm, and open some time in April at 56 Madison street, first door east of State street, with a full stock of miscellaneous books, including books which are particularly "rare and curious."

CINCINNATI, O.—Peter G. Thompson, for ten years past with Robert Clarke & Co., has established himself as a bookseller, stationer, importer, printer and binder, at No. 179 Vine street, Arcade Building. We wish him success in his new enterprise.

COUNCIL BLUFFS, IOWA.—The firm of Bushnell & Brackett, booksellers and stationers, has been dissolved, Mr. W. C. Erb having purchased the interest of D. W. Bushnell. The business will be continued under the style of Erb & Brackett Bros.

DENISON, TEX.—Daniel Webster having purchased the interest of J. L. Rebef in the book and stationery firm of Reber & Armstrong, the business will be continued under the style of Webster & Armstrong.

Jackson, Mich.—O. Gillett & Co. have purchased the book and stationery store of M. W. Clark.

LA FAYETTE, IND.—Jas. R. Pigman has purchased the retail business of Spring & Robertson, booksellers. The wholesale branch will be continued by the latter firm as heretofore.

MEYERSDALE, PA.—W. C. Hicks, books and stationery, has made an assignment.

NEW YORK CITY.—The Catholic Publication Society will remove May 1st from 9 Warren street to 9 Barclay street.

TITUSVILLE, PA.—J. L. Weil, bookseller and stationer, is succeeded by J. L. Weil & Son.

ROCKDALE.—Arthur Bland, dealer in books and stationery, was burned out at the recent fire at this place.

WILKESBARRE, PA.—H. Holbert, agt., book-seller and stationer, has sold out to S. L. Brown.

WINONA, MINN.—H. Stevens & Son have succeeded Todd & Stevens, booksellers and stationers.

PERSONAL NOTES.

H. R. PALMER, author of the "Song Herald," "Palmer's Theory of Music," etc., sails for Europe by the Russia April 11th.

MR. D. D. MERRILL, of St. Paul, is in town, negotiating for the supply of text-books for Minnesota,

MR. JAMES PARKER, of the firm of James Parker & Co., London, has been made Master of Arts honoris causa, in convocation of the University of Oxford.

M. Em. Terquem, who will be pleasantly remembered by our trade as the representative of our French brethren at the Centennial, has opened at 12 Boulevard Poissonière, Paris, a commission business for books and all connected branches, as stationery, electros, etc. He especially proposes to cultivate an American business, and we take pleasure in commending him to all American dealers who desire to make purchases or engage other services in Paris.

JOURNALISTIC NOTES.

THE Literary World for April appears under the new management. Dr. Abbott speaks pleasantly in the leader of "Mr. Crocker's Literary World," and announces the policy of continuing in the main the previous style and form. The paper is certainly not likely to deteriorate in his hands.

"The Athenaum" is next to make its appearance on the cover of a monthly journal devoted to elocutionary literature, original and selected, especially the random good things that are apt to be lost from sight, which Mr. Frank Simmons, of Springfield, Ill., proposes to start April 15th. The price will be \$1.50.

LITERARY AND TRADE NOTES.

WE give in full Messrs. Peterson's announcement of their new "Dollar Series:" "Something entirely new in literature is a series of choice works of fiction about to be issued by T. B. Peterson & Brothers, Philadelphia, Pa., under the title of 'Petersons' Dollar Series of Good Novels,' and to be sold at a much lower price than such books have ever before been published at in America. For the initial volume has with rare good taste been chosen the Countess of Blessington's charming novel of 'Country Quarters.' This gifted lady was one of the most brilliant women of rank London ever produced. The brightest literary lights of the last generation delighted in paying homage to this beautiful and talented countess. Lord Byron made no secret of his love for this remarkable lady, so richly dowered with brains and beauty. This choice novel from her pen has been prepared in elegant and durable style, as all the volumes of 'Petersons' Dollar Series of Good Novels' will be, and is sold at retail at the surprisingly low price of one dollar a copy. Every volume in the series will be complete in itself, and each one of them will contain as much reading matter as is generally given in a \$1.75 or \$2 book, and be in uniform style and size with 'Country Quarters.' Booksellers are requested to send on their orders at once, so as to have them on hand to show their customers. A very elegant binding of blue vellum, embossed with black and gold, has been specially designed for 'Petersons' Dollar Series of Good Novels,' and their low price and attractiveness will command for them a very large sale."

ESTES & LAURIAT have found "Sidonie" so popular that they have in preparation several other of Daudet's novels. The first to appear will be "Jack," which is marked for early publication, and which has already reached a sale of between thirty and forty thousand in Paris. This will be published in the same style as "Sidonie," whose cover is stamped with a spider's web, and thus originated the name of a new Cobweb Series of stories. In this series, besides other stories by Daudet, will shortly appear "Vineta," a novel by Ernst Werner, the popular German novelist, author of "Good Luck" and other more or less famous stories.

GAIL HAMILTON will make her promised "new departure" in a novel called "First Love is Best?" which Estes & Lauriat will issue May 15th. The house will publish simultaneously uniform editions of this author's former works, B. Cooke as retailer.

in new and elegant styles, at the reduced price of \$1.50 per volume. These include "Country Living," "Summer Rest," "Wool Gathering," "Gala Days," "A New Atmosphere," "Woman's Wrongs," "Stumbling Blocks," "Sermons to the Clergy."

"LE COSTUME HISTORIQUE," elsewhere advertised directly by Messrs. Firmin-Didot & Co., is also imported under arrangement with them by J. W. Bouton, who presents his terms to the trade elsewhere in this issue. The parts of this magnificent work so far issued may be seen at his store; they give promise that the complete work will prove one of the finest productions of the modern press.

A. D. F. RANDOLPH & Co. have just issued the first volume of the Old Testament division of "The Biblical Museum," by James Comper Gray, containing Genesis and Exodus; also a new edition of the popular story of "Misunderstood," by Florence Montgomery, in paper covers, and a charmingly gotten-up little book of leaflets, bound with a cherry ribbon, entitled "Twelve Things that we Know."

ALEXANDER MOORE & Co., Boston, have issued a portly octavo volume, entitled "The Good Health Library," comprising a number of articles selected and reprinted from Good Health magazine.

A PLEASANT musical soirée was given at the rooms of the Cercle de la Librairie, Paris, to members and their families, on the evening of March 10th.

THE new Sunday-school music-book by Lowry, Doane, Sankey, and Bliss will be called "Welcome Tidings." John Church & Co. will have it ready about April 15th.

JOHN CHURCH & Co. have published a new edition of "The Song Tree," by P. P. Bliss, at a reduced price. This is the only collection of Bliss' songs in sheet-music form.

PROF. DOLBEARE'S "Art of Projecting," which is an admirable guide in making experiments with light, and in almost all departments of the natural sciences, has proved so popular that the first edition is already exhausted, and the second is printing.

The project of republishing Mr. Green's "Short History of the English People" in library form, writes Mr. Smalley to the Tribune, has, I am sorry to say, been abandoned. The history, of which the first volume is announced, will be a new work, extending to six and perhaps eight volumes; and the first may be expected this summer.

HARPER & BROTHERS have just issued in their little "Half-Hour Series" two new tiny volumes, the "Tales from Shakespeare," by Charles and Mary Lamb, the tragedies being comprised in one volume and the comedies in another.

ROBERT CARTER & BROTHERS have just published two little works of a religious character, "Servants of Christ," by the author of "A Basket of Barley Loaves," and "A Hero in the Battle of Life," by the author of "Memorials of Capt. Hedley Vicars."

Our readers will find elsewhere the particulars of the resolution of the late firm of W. B. Keen, Cooke & Co. into two new houses, that of W. B. Keen & Co. as wholesalers and D. B. Cooke as retailer.

E. J. HALE & SON have just issued "The Pirate" and "The Fortunes of Nigel," each in two volumes, in their handsome Thistle edition of Scott's novels. They form volumes 24 to 27 of the series.

To be added to the Putnams' announcement lists are a work by Prof. W. A. Hammond on the influence of the mother on offspring and pre-natal education, and a volume of sermons on "The Nature and Work of Christ" by twelve leading clergymen of this city.

A NEW historical novelist has been discovered by Dodd, Mead & Co. in Mr. Ausburn Towner, one of the editors of the Elmira Gazette. His story of "Chedayne," a tale of border war-fare in the Wyoming Valley, will shortly be published.

THE London Printers' Register records "an improvement in the condition of the London printing trade. The large book houses are busier than they have been for some time, and the prospects of the job printers are considerably brighter. The Printers' Circular (Philadelphia) adds: "Our American publishers will doubtless soon see the dawn of this literary dayspring, and emulate their English brethren by setting in motion the slumbering printing machinery of our large book offices.

Ohio has an "Anti-School-Book Monopoly Association."

MURPHY & Co., Baltimore, state that they have sold upwards of 9000 copies of Bishop Gibbon's "Faith of Our Fathers" in less than three months. This is an explanation of Roman Catholic doctrine, addressed to those ouside of that church.

MR. EUGENE SCHUYLER'S translation of Turgenieff's "Nov" will be added to the "Leisure Hour Series."

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BOOK NOTICES.

ESSAYS ON POLITICAL ECONOMY, by Frederick Bastiat. (Putnam.) The English translations heretofore published of Bastiat's wellknown essays have been so imperfect, and so carelessly written, as to be in many instances entirely without meaning. Mr. David A. Wells has done a most important work in the present edition, having so thoroughly revised it as to have produced almost a new book. A greater part of it he has entirely rewritten, adding many notes pertinent to the subjectmatter of the text, and drawn mainly from the recent economic experience of the United States. Many important verbal changes have also been made to meet the different conditions of men, laws, and things at present existing in the United States, English names being substituted for French ones, dollars and cents in place of francs and sous, and so on. volume is very handsomely printed and substantially gotten up. 12mo, cloth, \$1.25.

BERNARDINO OCHINO, OF SIENA, by Karl Benrath, translated from the German by Helen Zimmern. (Carter.) We have here a restored the iron hand of the Inquisition, of one of Italy's greatest orators and reformers. restrictions hitherto placed upon Italian literature have prevented the research necessary for gathering together the facts relating to his life, his separation from the Church of Rome, and his labors in the field of the Italian Reformation. The fact that this work is dated from Rome, and is dedicated to one who was a martyr to his opinions, shows the great strides that have taken place in recent years in the papal domin-The work has been strongly praised by the English press, and will no doubt be received here as one of the most interesting contributions made of late years to the history of the Reformation. 8vo, cloth, \$2.50.

THE CARDINAL'S DAUGHTER, by Mrs. C. A. Warfield. (Peterson.) We are happy to notice, from advance sheets, this interesting sequel to "Ferne Fleming." Ferne's story is again taken up, and a good deal of space is given to the history of Glaiveland's unhappy life. He discovers his wife is not dead after all, through some publicity she gains by attempting to rob a Russian prince of his jewels. He saves her from a convict's doom by the old plea of kleptomania, places her in an insane asylum, and again possesses his little daughter. His wife, however, endeavors to go back to her old life, flies from the asylum with an old lover, and meets her doom swiftly and surely. Glaiveland is thus released and goes to seek Ferne who is living in Rome, where she has discovered her father in the robe of a cardinal. There are other incidents besides these which we have not space to mention. The late war colors all the story, as does the writer's religious be-lief, most of the characters being devout Roman Catholics. Every one will like to read the book, as it is well written and full of a fresh and keen interest. 12mo, cloth, \$1.75.

THE THREE SPANIARDS, by George Walker. (Albert Cogswell.) This exciting romance was first published almost thirty years ago. It then attracted considerable attention among readers of the most intense style of literature. great run, and was to be found in the hands of young and old. We cannot attempt, in our limited space, to do justice to the plot, which is unusually long and intricate; it is a story of Spain and the Moors and the Inquisition, and abounds in love-affairs, duels, and all kinds of adventures and intrigues. We dare say it will again find numerous readers, who will be glad to forget every-day affairs for a while in its thrilling and absorbing pages. 12mo, cloth, \$1.50.

OLIVIA RALEIGH, by W. W. Follett Synge. (Lippincott.) The "Star Series," of which this is the third volume, promises to be one of the best series in the market. It has so far included three very excellent novels, "Olivia Raleigh" being even somewhat superior in merit to the first and second volumes. It is a quiet English love-story, with but a few characters, very vividly brought before the reader and very cleverly characterized. Cousin Pen, Father Jem, Olivia and her lover, Geoffrey Walsham, all grow so upon the reader's affections that he takes leave of them and their fortunes finally with as much regret as if parting from old friends. The author's style is very bright and taking, and the whole tone of the book exportrait, long lost and almost obliterated by ceedingly pure and fresh. 16mo, cloth, \$1.

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Annals of North America, by Edward Howland. (J. B. Burr Pub. Co.) A volume to have near at hand for continual reference, as it gives in a concise manner an account of all the important events in the United States, the British provinces, and Mexico, from their discovery down to the present time, showing the progress made in political, religious, social, legislative, and industrial matters. A very good index completes it. Illustrated. 8vo, cloth, \$3.50.

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GLEANINGS FROM THE PRESS.

IF some one had the power by a word to reduce in one night every thing to the old standards but the price of books, we are satisfied that publishers would say Amen and voluntarily reduce the price of their books to the old standards. There is one point, however, that would still be against them. School-books are now printed on better paper and with more costly illustrations than formerly, and hence would cost more even if old standards were reached, unless the quality of the books should be correspondingly reduced. Legislation cannot relieve us of our difficulties any more than legislation can prevent commercial panics. It is true that the indiscretions of teachers and Boards of Education are the cause in some towns and cities, of more frequent changes of books than are at all necessary, but it is also true that school-book changes generally are much fewer and less expensive than the changes in the fashions of dress. The trouble as to text-books cannot be cured by State uniformity, the publication of the books by the State, nor by State purchases. Legislation for any of these purposes will be short-lived. cannot fail, however, to do great mischief while it lasts .- Ohio Educational Monthly (April).

THE booksellers of the city have unanimously agreed to so modify their rates of discount as to make the amount of discount depend upon the amount of the purchase. The old twenty per cent rule, that was indiscriminately given to every purchaser shrewd enough to ask for it, has been so unsatisfactory and has caused so much complaint that its abandonment was

inevitable. No fair-minded person can object to the present system; the only wonder is that it was not long ago adopted. The next thing to reform in the book trade is the twenty per cent bribery of teachers and preachers by the booksellers, and to which both teachers and preachers lend themselves only too willingly. Discounts to the trade, to wholesale purchasers, and for cash are all legitimate, but discounts to privileged classes smack of corruption and are foreign to an upright business.—Louisville Courier-Journal.

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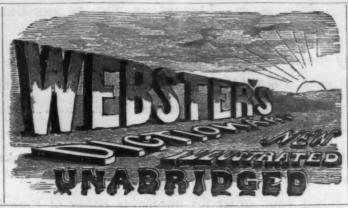
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PARIS, March 1st, 1877.

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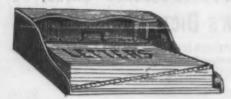
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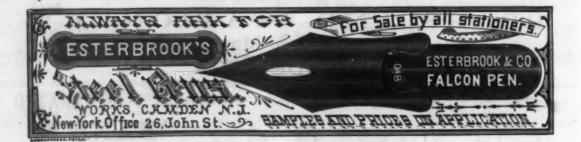
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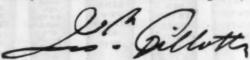
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